

## Amendments To The Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

### Listing of Claims

1. (Currently Amended) A method of targeting advertisements to television viewers that have a television receiver and a television screen, ~~the method comprising the steps of:~~

displaying an EPG on the television screen;  
monitoring use of the receiver to develop a viewer profile based on viewer selections;

~~transmitting~~ receiving a plurality of advertisements with a television signal ~~[[to]]~~ at the receiver;

~~selectively storing fewer than all a sub-~~  
plurality of the transmitted received advertisements at the receiver depending on the viewer profile;

selecting any one of the advertisements from the sub-plurality of stored advertisements; and

~~displaying one or more of the stored~~  
~~advertisements~~ the selected advertisement on the screen in the EPG.

2. (Canceled)

3. (Currently Amended) The method of claim 1, ~~in which the transmitted wherein the received~~ advertisements are embedded in a television signal.

4. (Currently Amended) The method of claim 3, ~~in which wherein~~ the television signal is in analog form with a

VBI and the ~~transmitted~~ received advertisements are embedded in the VBI.

5. (Currently Amended) The method of claim 3, ~~in which~~ wherein the television signal is formatted as a digital video stream and the ~~transmitted~~ received advertisements are embedded in the video stream.

6. (Currently Amended) The method of claim 1, ~~additionally further~~ comprising ~~the step of~~ maintaining the viewer profile in a secure file at the receiver.

7. (Currently Amended) The method of claim 1, ~~additionally further~~ comprising ~~the step of~~ storing an EPG data base at the receiver, the EPG data base including time, channel, and program category identifiers of telecast television programs[[;]], and wherein the monitoring ~~step~~ retrieves comprises retrieving the program categories of telecast television programs selected by the viewer for display on the screen from the EPG data base by addressing the time and channel of such selected television programs.

8. (Currently Amended) The method of claim 7, ~~in which~~ wherein the monitoring ~~step~~ additionally records the time that programs in each category are displayed and the ~~storing step stores~~ comprises storing an advertisement that matches the category having the longest recorded time.

9. (Currently Amedned) The method of claim 7, ~~in which the EPG~~ wherein displaying ~~step~~ the EPG comprises ~~uses~~ using the same program category identifiers to compile category program guides.

10. (Currently Amended) The method of claim 7, ~~in which the EPG wherein displaying step the EPG comprises uses~~ using different program category identifiers to compile category program guides.

11. (Currently Amended) The method of claim 1, ~~in which wherein the monitoring step-monitors comprises~~ monitoring the television channel to which the receiver is tuned.

12. (Currently Amended) The method of claim 1, ~~additionally further comprising the step of storing an EPG data base at the receiver, the EPG data base including time, channel, and program category identifiers of telecast television programs[[]], wherein the television receiver [[has]] comprises a tuner and a real time clock[[]], and wherein the monitoring step-records comprises recording the channel to which the tuner is set, [[and]] the time of the clock each time the tuner is re-set, and retrieves retrieving the program categories of telecast television programs from EPG data base with the recorded times and channels.~~

13. (Currently Amended) The method of claim 1, ~~additionally further comprising the step of storing an EPG data base at the receiver, the EPG data base including time, channel, and program category identifiers of telecast television programs[[]], wherein displaying the EPG displaying step-permits comprises permitting viewers to highlight displayed program listings to initiate another action[[]], and wherein the monitoring step-retrieves comprises retrieving the program categories of telecast television programs selected by the viewer for display on the~~

screen from the EPG data base by addressing the time and channel of such selected television programs.

14. (Currently Amended) The method of claim 13, ~~in which~~ wherein the monitoring ~~step counts~~ comprises counting by category the number of times the other action is initiated.

15. (Currently Amended) A system for targeting advertisements to television viewers that have a television receiver and a television screen, ~~the system~~ comprising:

- means for displaying an EPG on the television screen;
- means for monitoring use of the receiver to develop a viewer profile based on viewer selections;
- means for ~~transmitting~~ receiving a plurality of advertisements with a television signal ~~[[to]]~~ at the receiver;
- means for ~~selectively storing fewer than all a~~ sub-plurality of the transmitted advertisements at the receiver depending on the viewer profile; and
- means for selecting any one of the advertisements from the sub-plurality of stored advertisements; and
- ~~means for displaying one or more of the stored advertisements~~ the selected advertisement on the screen in the EPG.

16. (Original) The system of claim 15 wherein the system is comprised in the television receiver.

17. (Canceled)

18. (Canceled)

19. (Canceled)

20. (Currently Amended) A method of collecting viewer profile data for a television receiver comprising ~~the steps of:~~

displaying an EPG on the television screen;

monitoring use of the television receiver to develop a viewer profile based on viewer selections;

storing results of the monitoring steps as part of a viewer profile stored in a secure file;

receiving a plurality of advertisements with a television signal at the receiver;

storing a sub-plurality of the received advertisements at the receiver depending on the viewer profile;

selecting any one of the advertisements from the sub-plurality of stored advertisements; and

displaying the selected advertisement on the screen in the EPG.

21. (Currently Amended) The method of claim 20 wherein ~~the step of~~ storing the results further comprises storing the results in a secure file in which the data cannot be accessed from outside the television receiver.

22. (Currently Amended) The method of claim 20 wherein ~~the step of~~ storing the results further comprises storing the results in a secure file from which only anonymous data can be accessed from outside the television receiver.

23. (Currently Amended) The method of claim 22 wherein the anonymous data is accessed from outside the television receiver by any one of the group of telephone, wireless telephone, pager, computer network and the Internet.

24. (Currently Amended) A system for collecting viewer profile data for a television receiver comprising:  
means for displaying an EPG on the television screen;

means for monitoring use of the television receiver to develop a viewer profile based on viewer selections; and

means for storing results of the monitoring steps as part of a viewer profile stored in a secure file;

means for receiving a plurality of advertisements with a television signal at the receiver;

means for storing a sub-plurality of the received advertisements at the receiver depending on the viewer profile;

means for selecting any one of the advertisements from the sub-plurality of stored advertisements; and

means for displaying the selected advertisement on the screen in the EPG.

25. (Original) The system of claim 24 wherein the data in the secure file cannot be accessed from outside the television receiver.

26. (Original) The system of claim 24 wherein only anonymous data in the secure file can be accessed from outside the television receiver.

27. (Original) The system of claim 26 further comprising access to the secure file, wherein the access is made through any one of the group of telephone, pager and the Internet.

28. (New) The method of claim 1, wherein the advertisement is selected from the sub-plurality of stored advertisements according to a rotation.

29. (New) The system of claim 15, wherein the advertisement is selected from the sub-plurality of stored advertisements according to a rotation.

30. (New) The method of claim 20, wherein the advertisement is selected from the sub-plurality of stored advertisements according to a rotation.

31. (New) The system of claim 24, wherein the advertisement is selected from the sub-plurality of stored advertisements according to a rotation.